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LONG RANGE PLANNING

Notes for Contributors

Long Range Planning is a new international journal, which aims to focus the attention of senior managers, administrators, and academics on the concepts and techniques involved in the development of strategy and the generation of long range plans.

Objectives

The objectives of the Journal are:

1. To keep senior executives informed about new developments in long range planning as they occur.
2. To promote the exchange of information on long range planning between senior managers in industry, administrators in government, and academics and research workers in universities and research groups, on an international basis.
3. To develop the Journal as a forum for new thinking about the problems and techniques of forward planning in business and government, and increasingly, to generate new material on this subject.

Definition

For the purpose of the Journal, long range planning may be defined as dealing with the future implications of present decisions in terms of:

1. Setting goals and developing strategies to achieve them.
2. Translating strategy into detailed operational programmes, and ensuring that plans are carried out.

It concerns the planning of the total resources of an organization for the achievement of quantified objectives with a specified time.

Articles

Articles are welcomed, and should be sent direct to the Editor:

Bernard Taylor, The Administrative Staff College, Greenlands, Henley-on-Thames, Oxon.

Priority will be given to articles which present new thinking, the results of original research, and recent developments in the practice of long range planning. The original manuscript and diagrams will be discarded one month after publication unless The Publisher is requested to return original material to the author.

Approach

Articles should be written from the point of view of the general manager or administrator, and contributors are asked to minimize the use of mathematical symbols or specialized terminology where this is possible, without detracting from the depth of treatment required. The text should be visually interesting, i.e. well illustrated, with diagrams, photographs, tables and specific examples.

Copy Dates

Articles should be 4000-5000 words long. They should be typewritten, double spaced, and sent directly to the Editor, to arrive at the latest by the following copy dates:

Issue	Copy Date
February	1st October
April	1st December
June	1st February
August	1st April
October	1st June
December	1st August

Preparation of Articles

The following points may be useful when submitting material for publication.

Outline—it is helpful to prepare and agree an outline of the article before starting work in detail.

Title—please suggest a title of not more than eight words.

Autobiographical note—supply a short autobiographical note, including full name, appointment, and the name of the organization.

Typing—send the article, typed, in double spacing with wide margins and in *two copies*, if possible.

Introduction—an introduction of 100 words should be included with the article. It should begin with a simple sentence describing the author's present position and employment, and it should consist of a summary of the main ideas running through the article.

Headings—should be typed in capitals and underlined, and should occur roughly every 750 words. Sub-headings should be typed in upper and lower case, and be underlined. No headings should be numbered.

References—should be numbered consecutively. Titles of publications should be in upper and lower case and underlined. Please use as few references as possible, and list them at the end of the article.

Figures—charts should be numbered consecutively and referred to as "Figure 1" etc. Diagrams should be submitted in duplicate; one should be simply a drawing and the other should include a number in arabic numerals, a brief title in capitals, labelled axes, and other appropriate lettering. Diagrams may be re-drawn and re-lettered by the studio, but it should be made clear the precise points through which a line must pass—if necessary by giving co-ordinates. Diagrams should be simple. In the text, the position of the figure should be indicated by words typed on a separate line "take in Figure 3".

Tables—should be numbered consecutively and independently of any figures which are included. Each table should have a number in arabic numerals, a brief title, and headings down and across. In the text, the position of the table should be indicated by typing on a separate line "take in Table 4". Tables should be typed on a separate piece of paper.

Emphasis—where a word is to be emphasized, it should be underlined. A limited number of words should be emphasized in this way. They will be reproduced in italics. The use of capital letters should be confined to proper nouns and names of official bodies. Inverted commas should only be used for direct quotations.

Acknowledgements—the author should indicate if the paper has been presented or published elsewhere, otherwise the Editor will assume that the paper is an original contribution. Similarly, the paper should not be published elsewhere without the written consent of the publisher.

Bibliography—it is helpful, but not essential, to provide a short list of useful books and articles at the end of the article.